**Proposal Outline**

Project Name:

SafeMeds

Group Members (2-3 people):

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**The Problem**

What is the problem you are trying to solve?

Keeping track of which medicines are safe to take with other specific medicines. There are some people that take a lot of prescribed medications and it can be overwhelming keeping track of which medications that should not be taken with others.

What are existing alternatives?

Existing alternatives include:

* Consulting with your physician about other medications that you are taking.
* Drugs.com – drug interaction checker
* Webmd.com – drug interaction checker

**The Customer**

Who is it for and why should they care?

The target market is for adults that are cautions about taking their prescribed medicines with other substances, or for the elderly that live alone and need care givers to help organize their medicinal consumption schedule.

**The Solution**

What are you going to make?

An application that advises you on what medications that may or may not be safe to take with other medications.

What are the main features?

The main features of this app are being able to input the user described medication and display information that will inform them of what is and is not safe to take with their entered medication. If the user does not want a list of said items. They can just enter medications they already have and see if there are any complications between them.

What features are free and what is paid?

The free features for the application would be the function that allows you to input the names of the medications and output the basic interactions between them.

The paid feature of the application would be able the ability to display detailed information on the medications entered by the user and their interactions with other medications. As well as the ability to keep a log of user inputs and their results instead of the user having to repeatedly enter their medications for the same results. User will also be able to modify the previously mentioned history. Another function would be the ability to create a plan for taking prescribed medications as well as keeping track of when to refill the prescription if needed.

What do you do differently than the competitors?

Consulting the app is instant and the basic functions are free compared to consultation of physicians. The app also provides more compact information then the other applications as well as being more mobile and easily accessible by being on your phone. It also helps you make a medication plan based off the user’s preferences.

**Objections**

What are some objections people might have to using your app?

Information from the application may not always be accurate for most people. Since medication is prescribed by doctors, it is assumed that most doctors may give certain medication for certain needs depending on the consumer (dietary issues, allergies, past medical history, weight, etc.).

What would an annoying person say and how would you handle their concerns?

The app would take up too much space and it is just better to be more responsible with medication intake.

The application isn’t for everyone, its only for people that would like to be well informed about the medications they are prescribed or need assistance in organizing themselves.

**Pricing**

How much does it cost and how do people get it?

The application would be free to download and be readily available where users could download any app, such as Google Play Store or the Apple app store. Premium features would cost $3 monthly.

**Ethics**

Discuss the ethical concerns revolving around your project or solution?

Ethical concerns would mostly revolve around HIPAA (Health Insurance Portability & Accountability Act). This app would not hold personal information of the user. Only email information that would allow the user to use the app. Other concerns would be users trying to replace physician visits entirely instead of limiting them due to the basic information provided by the app. Which in general is not recommended as some information provided by the app may not apply to special cases.